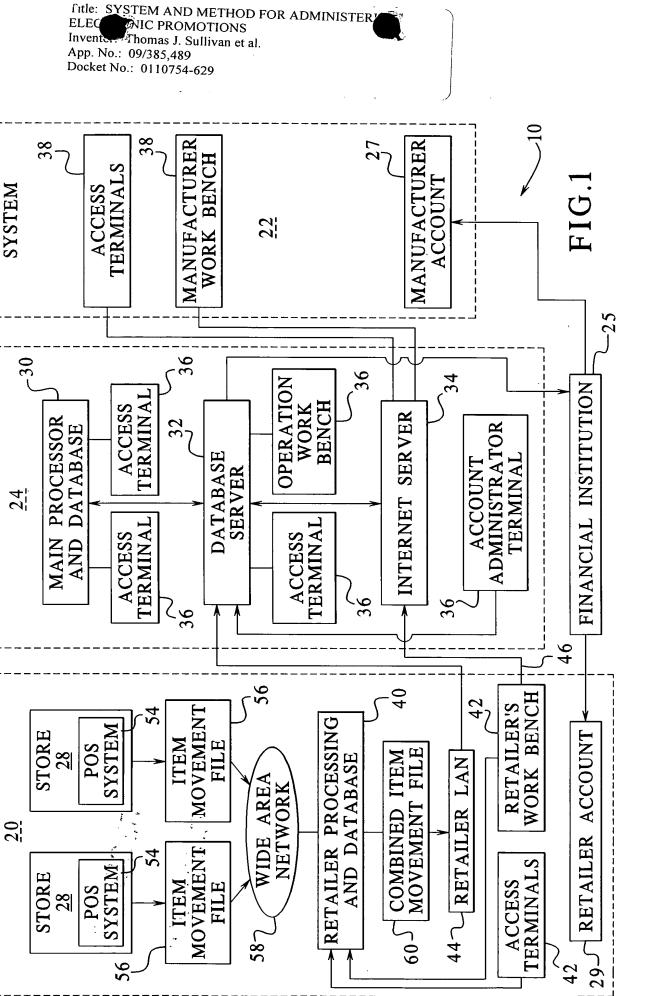
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In Re Application Of:	Thomas J. Sullivan	et al. 2002		# Offormal	
Serial No.	Filing Date	Bátch No.	Examin	er UATAUM	
09/385,489	August 30, 1999	PADEMAN	D. Lastr	a 2162 362	
Invention: SYSTEM	I AND METHOD FO	R ADMINISTERING PRO	MOTIONS	5.2501	
		Address to: Assistant Commissioner for Washington, D.C. 2023		RECEIVED	
	washington, D.C. 20231		3 1	MAY 2 1 2002	
Transmitted herewith	are:			Technology Center 2100	
15 sheets	s of formal drawing(s) for this application.			
				RECEIVED MAY 2 3 2002 GROUP 3600	
			are being depos U.S. Postal Sen and addressed t Washington, D.C	is document and attached formal drawings sited on with the vice as first class mail under 37 2.F.R. 1.8 to the Assistant Commissioner for Patents,	

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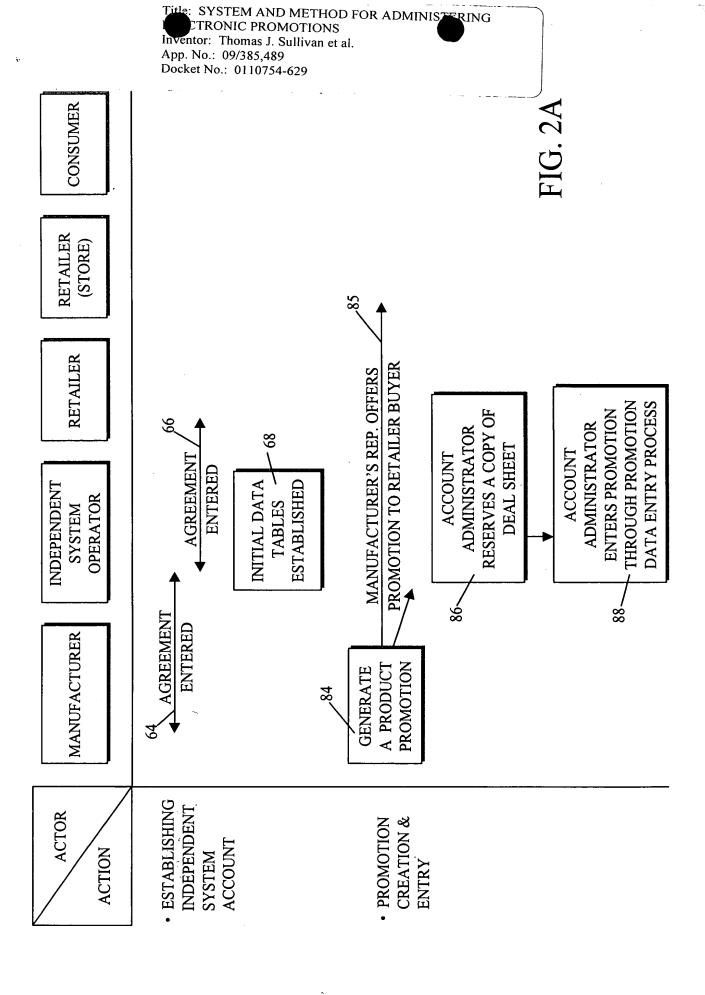
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MANUFACTURER

INDEPENDENT SYSTEM

RETAILER SYSTEM

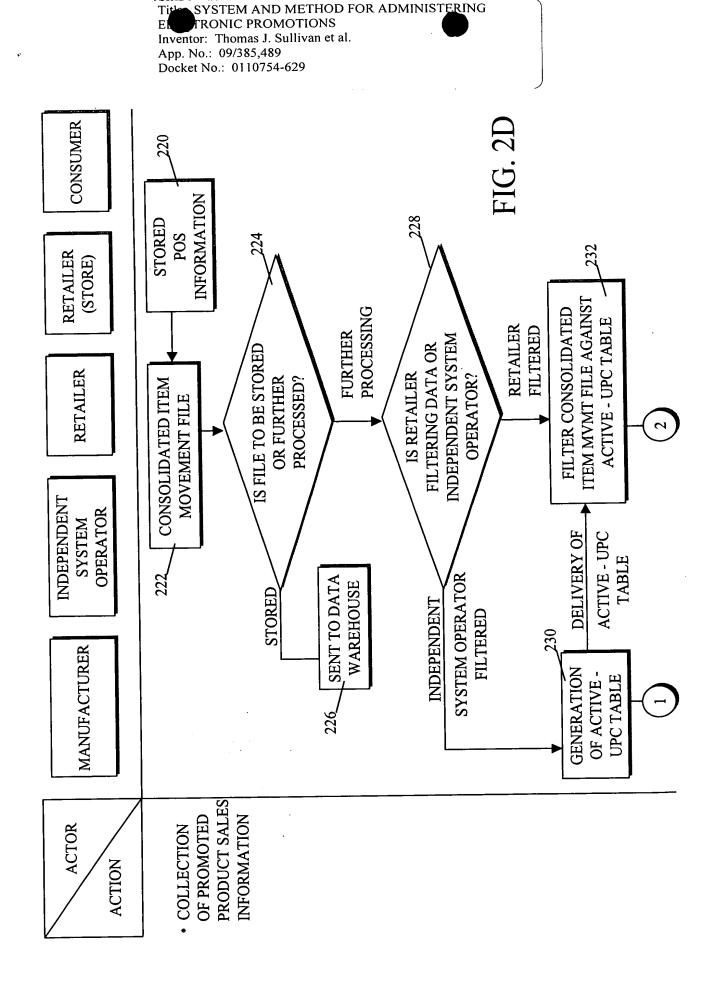


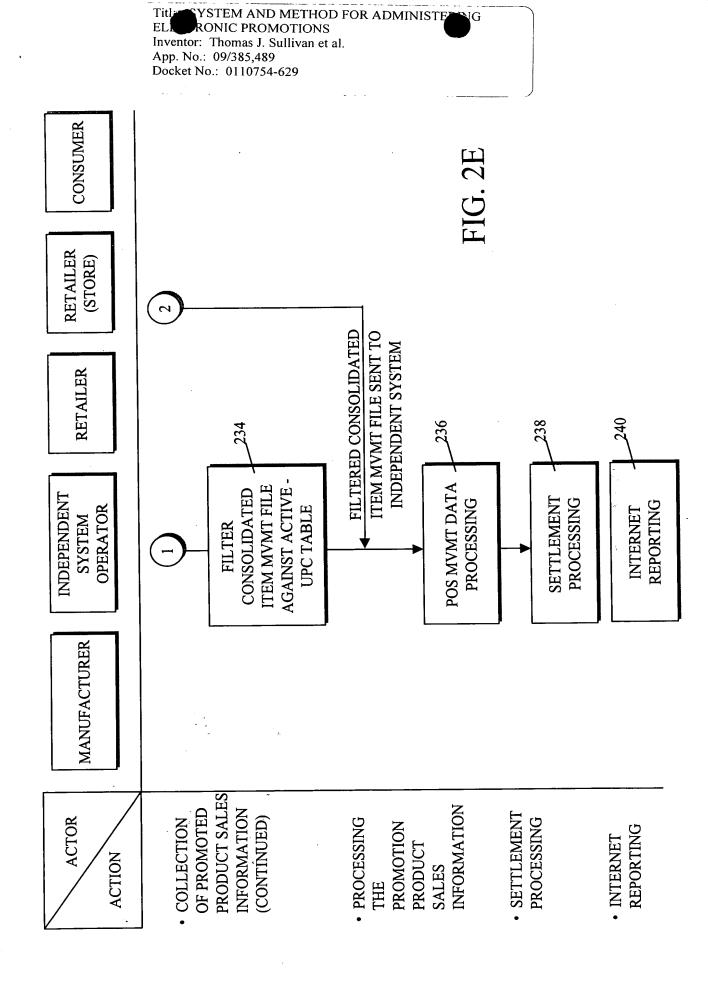


Title: SYSTEM AND METHOD FOR ADMINISTERING CTRONIC PROMOTIONS Inventor: Thomas J. Sullivan et al. App. No.: 09/385,489
Docket No.: 0110754-629 CONSUMER RETAILER (STORE) RETAILER SAVES ENTERED PROMOTION ACCOUNT ADMINISTRATOR DATA TABLES TO REFLECT OPERATOR UPDATES THE •SETTLEMENT PROCESSING CURRENT INFORMATION INDEPENDENT SYSTEM INDEPENDENT **•**COMPLETE PENDING PLU PROMOTION STATES OPERATOR SYSTEM TO THE SYSTEM •INCOMPLETE •COMPLETE •CANCELED POS MVMT •SETTLED •ACTIVE MANUFACTURER 206 -204 INFORMATION ACTOR **PROMOTION** • SAVING • UPDATING ENTERED **ACTION**

App. No.: 09/385,489 Docket No.: 0110754-629 CONSUMER 208 TRIGGERING PRESENTS A CUSTOMER GOOD FOR PURCHASING DISCOUNT CONSUMER PACKAGED SELECTS A PROMOTED DEVICE 218 RETAILER (STORE) DEVICE SCANNED; TRIGGERING COUPON PLU ELECTRONIC **IDENTIFIES** DISCOUNT DISCOUNT DISCOUNT RETAILER PRODUCT PRICE DISCOUNT INFORMATION REDUCED PROMOTED INDEPENDENT DISCOUNT PRODUCT SCANNED PRODUCT PRICE OR APPLIED DISCOUNT APPLY? OPERATOR DOES A REDUCED PURCHASE AND AN ELECTRONIC SYSTEM POS SYSTEM STORED IN MANUFACTURER ACTOR PROMOTION EXECUTION ACTION

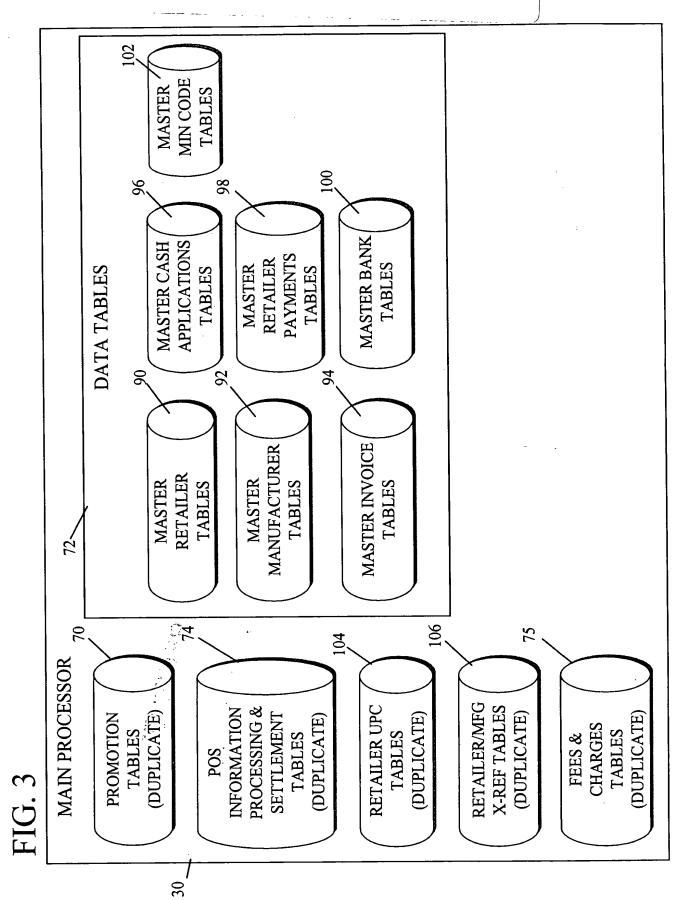
SYSTEM AND METHOD FOR ADMINISTERING CTRONIC PROMOTIONS tor: Thomas J. Sullivan et al.





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Docket No.: 0110754-629

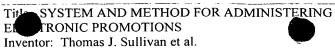


App. No.: 09/385,489 Docket No.: 0110754-629 -32 116 118 132 **APPLICATION** (DUPLICATE) (DUPLICATE) (DUPLICATE) S TABLES RETAILER **PAYMENT** MIN CODE TABLES TABLES 78 CASH TABLES BANK DATA TABLES 112 110 114 (DUPLICATE) (DUPLICATE) (DUPLICATE) FACTURER RETAILER INVOICE **TABLES TABLES** TABLES MANU-DATABASE SERVER 126 130 128 AGREEMENT FACTURER CHARGES RETAILER TABLES MASTER MASTER MASTER MASTER TABLES TABLES FEE & TABLES DETAIL MANU-DETAIL 80 9/ INFORMATION **PROCESSING** SETTLEMENT **PROMOTION** MASTER POS UPC TABLES RETAILER RETAILER **MASTER** TABLES MASTER **MASTER TABLES** TABLES X-REF MFG

SYSTEM AND METHOD FOR ADMINISTERING

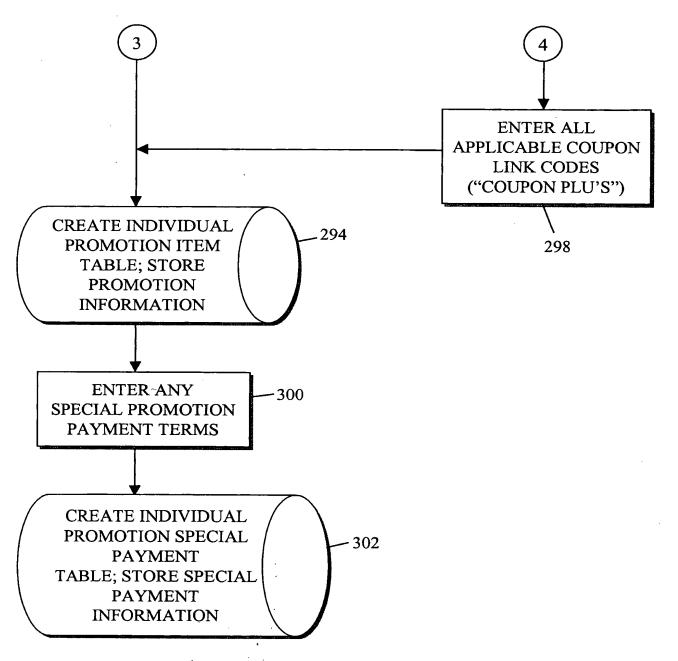
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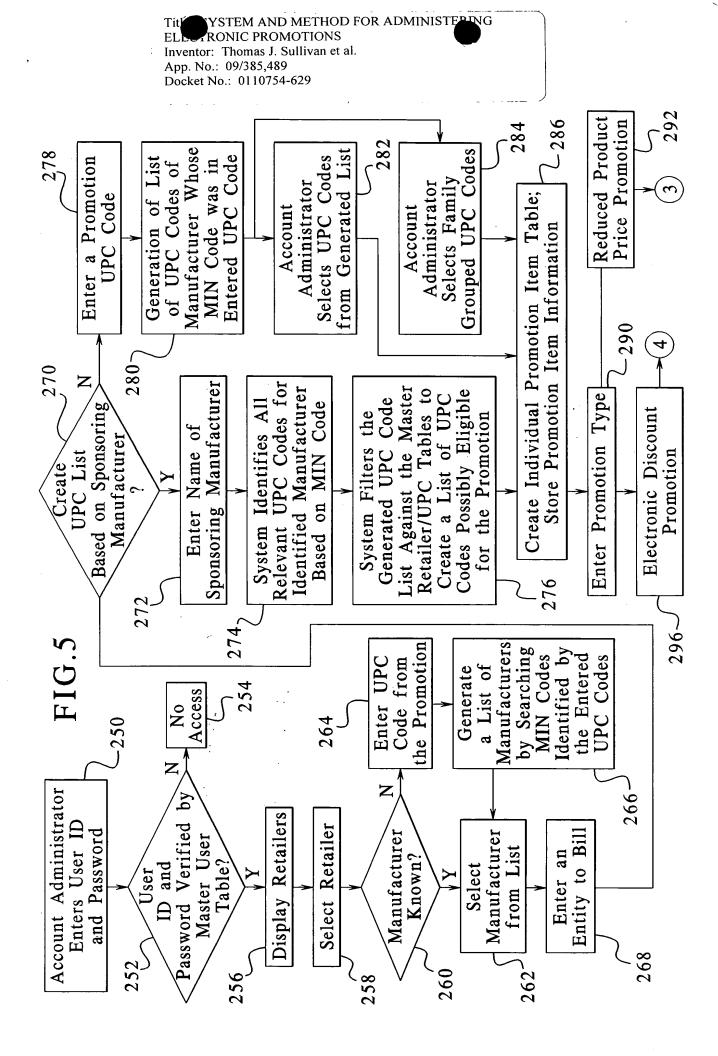
ELECTRONIC PROMOTIONS nventor: Thomas J. Sullivan et al.



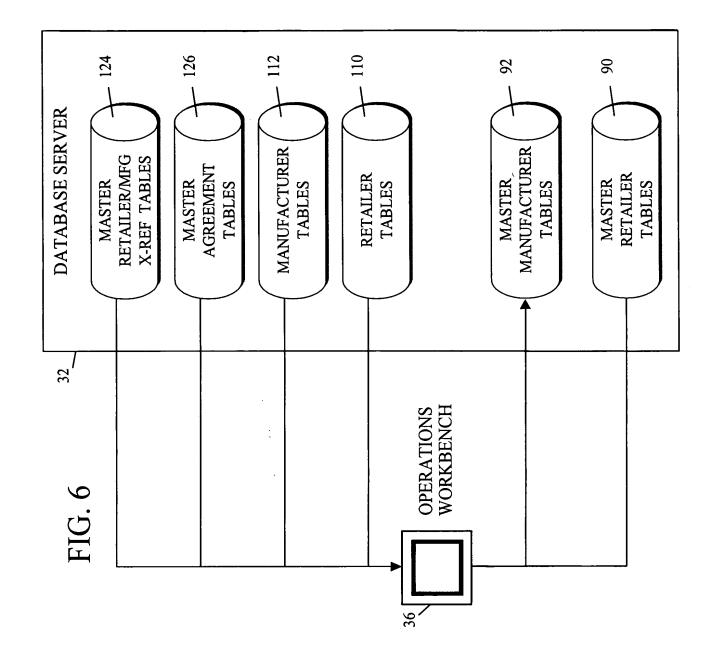
App. No.: 09/385,489 Docket No.: 0110754-629

FIG. 5A

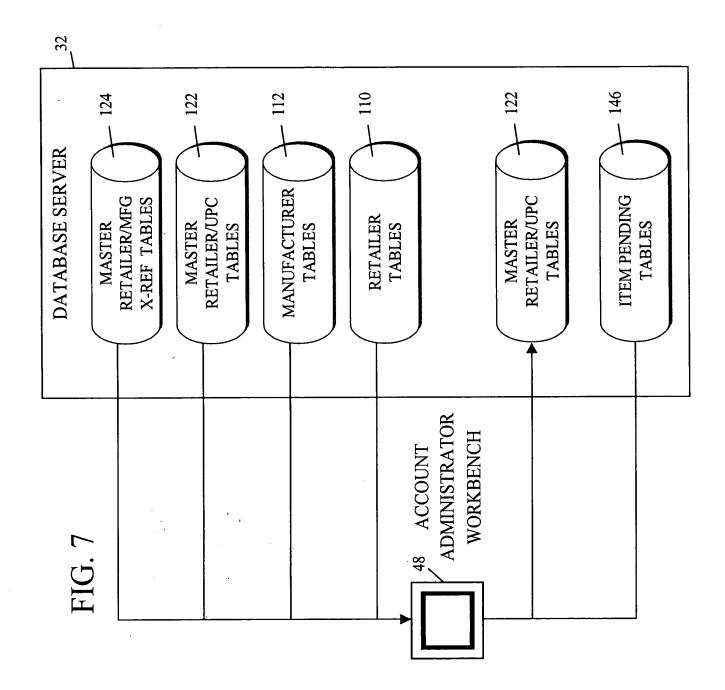




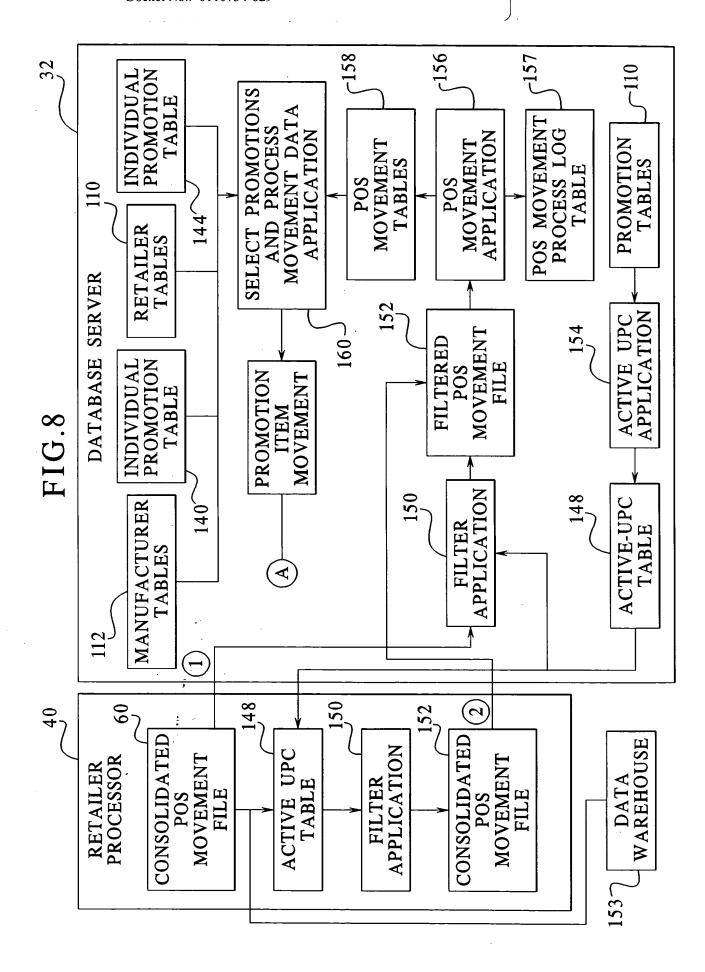
Title: SYSTEM AND METHOD FOR ADMINISTERING ELECTROL PROMOTIONS Inventor: Thomas J. Sullivan et al. App. No.: 09/385,489 Docket No.: 0110754-629

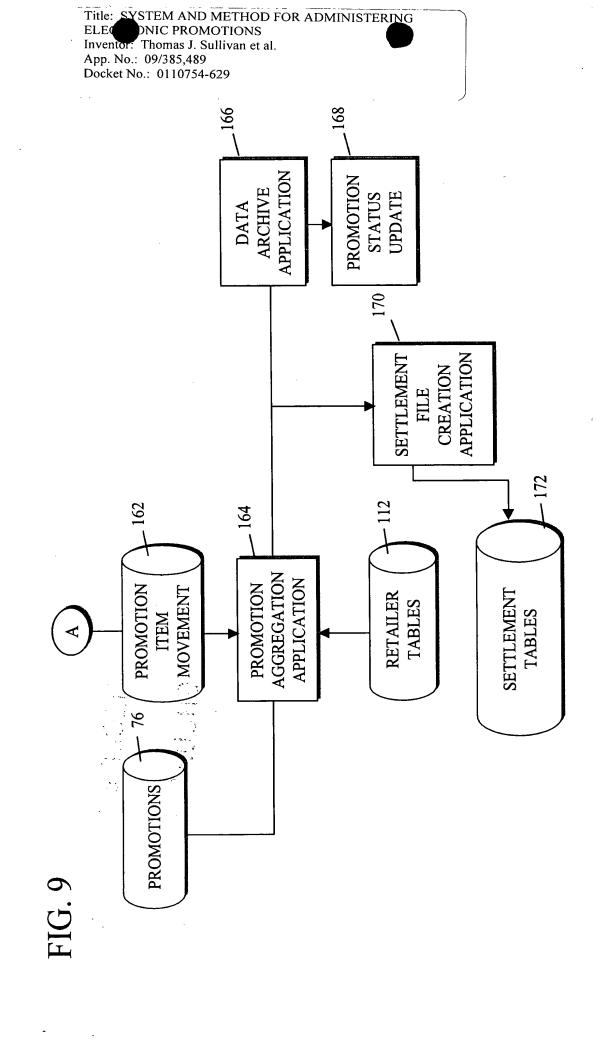


Title: SYSTEM AND METHOD FOR ADMINISTERING ELECTION NIC PROMOTIONS Inventor: Thomas J. Sullivan et al. App. No.: 09/385,489 Docket No.: 0110754-629



Title: SYSTEM AND METHOD FOR ADMINISTERING ELECTR C PROMOTIONS Inventor: Homas J. Sullivan et al. App. No.: 09/385,489
Docket No.: 0110754-629





Title: SYSTEM AND METHOD FOR ADMINISTERING ELECT FIC PROMOTIONS Inventor: Thomas J. Sullivan et al. App. No.: 09/385,489 Docket No.: 0110754-629 GENERATION **APPLICATION** ACH FILE TO RETAILERS **PAYMENT PAYMENTS** RETAILER ACH -182 **PAYMENT** L 172 REPORT 192 184 ACH FILE **BANK** 186 SETTLEMENT **TABLES** INVOICE REPORT -180 **NMS FAX** INVOICES SERVER FAXED **APPLICATION** GENERATION INVOICE 188 190 174_

A/R SYSTEM

FIG. 10

A/R G/L